

Interpretive Resource Package (IRP) Description

I. Goal

To prepare a package of information, associated media assets (images, audiovisual elements, three-dimensional objects, quotes), and interpretive themes/potential interpretive examples for new interpretive media that can be provided to park staff, HFC media specialists, and/or contract planning and design teams to inform the planning and design of that media.

II. Package Components

Components of the Interpretive Resource Package may include the following:

A. Information

The basic set of documents and information that interpretive media teams should be familiar with and use as references.

1. Park planning documents (for example: Long-Range Interpretive Plan)
2. Introductions to topics to be interpreted, reflecting current scholarship
3. Identification of relevant subject matter experts, and contact information
4. Recommendation for subject matter expert roundtable, where appropriate
5. Annotated bibliography
6. Listing of libraries, archives, and other institutions with relevant resources
7. Listing of digital reference information, including related social media sites
8. Identification of topics requiring additional research (and strategies for accomplishing that research)
9. Documentation of an audience perspective (for example: a literature search regarding evaluations conducted for other media products interpreting similar topics)
10. Documentation of physical spaces that may present new interpretive media (for example: floor plans for spaces featuring new interior exhibits/audiovisual programs; site plans for areas potentially featuring wayside exhibits and other exterior elements)

B. Associated Media Assets

The images, artifacts, audiovisual elements, and quotations to be considered when developing interpretive media.

1. Compilation of associated images, primary source information, and any potential use rights and/or cost issues noted
2. List of potential audiovisual assets (for example: existing video footage of historic events/living history), and any potential use rights and/or cost issues noted
3. Listing of potential artifacts for display or reference, with their current locations; ideas regarding potential use of reproductions/replicas
4. Compilation of associated quotations related to the topics and themes, with primary source information

C. Interpretive Themes and Potential Examples

The park's themes and stories, and creative ideas for how interpretive media can provide visitors with opportunities for making meaningful connections with them.

1. Park's themes and sub-themes (using the themes stated in the LRIP and/or Foundation Document, if current)
2. Documentation of interpretive programs (for example: outlines, scripts, video of talks)
3. Documentation of existing interpretive media that effectively makes connections for visitors (for example: a site bulletin that explores a specific story; park podcasts)
4. Write-ups of potential examples of how interpretive media can make meaningful connections with visitors and provide opportunities for facilitated dialog and audience centered experiences; for example: a short list of those artifacts that are consistently and effectively used by interpreters to explore multiple perspectives regarding a particular theme, questions used by interpreters to spark conversations, audience centered activities that can suggest approaches to be used in interpretive media; the intent is not to prescribe design solutions or replicate ranger-led activities, but rather to provide teams with informed starting points for developing relevant and engaging interpretive media
